

a data repository storing information corresponding to an inventory of one or more available items;

a first-tier providing a first participant access to the inventory of one or more items in the data repository, the inventory being offered to the first participant under a first pricing scheme; and

a second-tier providing a second participant, different from the first participant, access to the inventory of one or more items in the data repository, the inventory being offered to the second participant under a second pricing scheme different from the first pricing scheme.

12. The system of claim 11 wherein the first-tier comprises one or both of a business-to-consumer exchange and a consumer-to-consumer exchange and the second-tier comprises a business-to-business exchange.

13. The system of claim 11 wherein the first-tier and the second-tier share the data repository.

14. The system of claim 11 wherein the second participant has privileges, unavailable to the first participant, that enable the second participant to access the second-tier.

15. The system of claim 11 wherein the first-tier and second-tier are implemented on a same computer system.

16. The system of claim 11 wherein the first-tier and second-tier are implemented on separate computer systems interconnected by a network.

17. The system of claim 11 wherein the electronic transactional system is implemented on a computer system that also hosts an electronic auction system.

18. The system of claim 11 further comprising a process that determines whether a participant is granted access to the first-tier or the second-tier.

19. The system of claim 18 wherein the process comprises a login process that grants the participant access to the second-tier if the participant has been pre-approved.

20. The system of claim 19 wherein the login process determines that the participant is pre-approved to access the second-tier if the participant enters a predetermined login ID or password or both.

21. The system of claim 11 wherein the electronic transactional system comprises an electronic catalog system.

22. The system of claim 11 wherein the electronic transactional system comprises an electronic auction system.

23. The system of claim 11 wherein the electronic transactional system comprises an electronic marketplace.

24. The system of claim 11 wherein the electronic transactional system comprises an electronic store.

25. The system of claim 11 wherein the electronic transactional system comprises an electronic vendor system.

26. The system of claim 11 wherein the electronic transactional system supports one or more of 'sell at' offers, "buy at" offers, and counter-offers.

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27. A computer-implemented method of facilitating commercial transactions, the method comprising:

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maintaining a first transactional tier comprising items offered to consumer participants under a retail pricing scheme;

maintaining a second transactional tier comprising items offered to dealer participants under a wholesale pricing scheme; and

linking the first transactional tier and the second transactional tier through a data repository having data records that represent items concurrently available in both the first transactional tier and the second transactional tier electronic.

28. The method of claim 27 wherein linking the first and second transactional tiers comprises maintaining a predetermined fixed rate that determines a price differential between the first transactional tier and the second transactional tier.

29. The method of claim 27 wherein the predetermined price differential is established by one or more dealer participants.

30. The method of claim 27 wherein linking the first and second transactional tiers comprises maintaining a price differential between the first and second tiers, the price differential being established on an item-by-item basis by one or more dealer participants.

31. The method of claim 27 further comprising facilitating a financial transaction in the first transactional tier between a consumer participant and a dealer participant, the transaction having finality of transaction.

32. The method of claim 27 further comprising facilitating a financial transaction in the second transactional tier between a first dealer participant and another dealer participant, the transaction having finality of transaction.

33. The method of claim 27 further comprising facilitating a transaction in the first transactional tier between a consumer participant and a dealer participant, the transaction transferring a legally cognizable interest from the dealer participant to the consumer participant.

34. The method of claim 27 further comprising facilitating a transaction in the second transactional tier between a first dealer participant and another dealer participant, the transaction transferring a legally cognizable interest from the first dealer participant to the other dealer participant.

35. The method of claim 27 further comprising:
receiving payment information from at least one participant in the first or second transactional tiers, the received payment information being associated with a transaction at the first or second tier;
processing the received payment information; and
transferring an ownership interest in an item to the at least one participant.

36. An electronic transactional system for facilitating electronic commerce transactions among participants using a data packet network, the system comprising:
a first data storage location for storing information relating to an item for sale, the stored information indicating at least one of a retail price term for a retail-tier participant and a wholesale price term for a wholesale-tier participant;

a second data storage location for storing a user identification identifying a participant either as a retail-tier participant or as a wholesale-tier participant; and

a display process for selectively displaying, depending on the user identification stored in the second data storage location, at least one of the retail price term to retail-tier participants and the wholesale price term to wholesale-tier participants.

37. The system of claim 36 further comprising a data repository for storing information about items available for sale.

38. The system of claim 37 wherein the wholesale-tier and the retail-tier share the data repository.

39. The system of claim 36 wherein the wholesale-tier and retail-tier are implemented on a same computer system.

40. The system of claim 36 wherein the wholesale-tier and retail-tier are implemented on separate computer systems interconnected by a network.

41. The system of claim 36 wherein the electronic transactional system is implemented on a computer system that also hosts an electronic auction system.

42. The system of claim 36 further comprising a process that determines whether a participant is granted access to the wholesale-tier or to the retail-tier.

43. The system of claim 42 wherein the process comprises a login process that grants the participant access to the wholesale-tier if the participant has been pre-approved.